

Home Furnishings Calendar 1950

JANUARY

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HOME FURNISHINGS CALENDAR

* Are you planning a press party? HOME FURNISHINGS CALENDAR is happy to help *
* you by furnishing an accurate, up-to-the-minute list of editors on trade and *
* consumer magazines, newspapers, trade papers and news syndicates. This list *
* covers decorating, building, food, appliances, gardens - every phase of the *
* home furnishings field - and can be tailored to fit every need, every product. *
*
* To our subscribers this service is free. Non-subscribers are required to pay *
* \$25 for it. Avail yourself of this invaluable service for your next party. *
* ***** *
* One of our important functions is to clear dates so that conflicts will not *
* arise. Check with us as to available times before scheduling your next affair. *
* ***** *
* Events are listed without charge in the CALENDAR for approximately six weeks *
* in advance. Let us have your listing as early as possible so that we may *
* help you to avoid conflicts in dates and give you increasingly better service. *
* New events, last minute changes and revisions are added each week as scheduled. *
*

Thursday PRESS CONFERENCE AM. INST. OF DECORATORS 41 EAST 57TH ST.
Feb. 9 A press conference to announce the winners of the A. I. D. 1949 Design
10:00 A.M. Competitions will be held on this date and coffee will be served. Pub-
 licity: Louise Sloane, TR. 4-6182.

Thursday PREVIEW FOR PRESS ABRAHAM & STRAUS BROOKLYN, N. Y.
Feb. 9 The press is invited to telephone for an appointment to preview the
 Home Makers Carnival which will be held at Abraham & Straus beginning
 February 13th. There will be one hundred exhibits and demonstrations
 on the newest ideas in home making, time saving, food, kitchens, etc.
 plus ten table settings by home editors. During the Carnival there
 will be daily broadcasts and feature shows. Publicity: Frances Bemis,
 TR. 5-7200.

Thursday NEW CONSUMER BOOKLET JOHN WIDDICOMB CO. 1 PARK AVENUE
Feb. 9 A new and comprehensive consumer booklet covering the whole of the
Just out current John Widdicomb line is now being distributed through their
 national advertising at a charge of 25¢. It is fully illustrated
 with photographs. Publicity: Louise Sloane, TR. 4-6182.

Thursday TROPHY AWARDS GROCERY MFRS. OF AM. 205 EAST 42ND ST.
Feb. 9 The 1950 GMA "Life Line of America" Trophies will be awarded to articles
Going on dealing with some phase of the line of essential processes between food
 in the field and food on the table. These articles must appear in print
 some time in the period between January 1, 1950 to June 30, 1950. Com-
 plete Rules of Entry will be available in the near future. Publicity:
 Miss Flanley or Miss Woodward, Flanley & Woodward, MU. 3-3928.

Feb. 10 DETROIT BUILDERS SHOW, CONVENTION HALL, DETROIT, MICHIGAN
Feb. 19 CONTACT: K. D. MCGREGOR, 1642 BUHL BLDG., DETROIT 26, MICHIGAN

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Feb. 10 Just out	NEW BOOK ON DECORATING Katherine McClinton has written "A Handbook of Popular Antiques" in 27 sections covering popular antiques, china parian ware, buttons, papier-mache, flower lithographs and so on. Publicity: Ted Anderson, CH.2-1600.	GROSSET AND DUNLAP	1107 BROADWAY
Friday Feb. 10 12:15 P.M. Luncheon	FEBRUARY LUNCHEON The First Home Fashions League luncheon of the 1950 season will be held in the Hendrick Hudson Room of the Roosevelt. Judge Anna M. Kross, Presiding Judge of the Home Term Court and Mrs. Sidonie Matsner Gruenberg, formerly Director of the Child's Study Association of America will speak on "Good Homes Make Good Citizens." Publicity: Ramona Vincent, Katzenbach and Warren, Inc., PL. 9-5410.	HOME FASHIONS LEAGUE	HOTEL ROOSEVELT
Feb. 12	LINCOLN'S BIRTHDAY (LEGAL HOLIDAY ON MONDAY, FEB. 13TH.)		
Feb. 12- Feb. 15	PORTLAND GIFT SHOW, PORTLAND HOTEL, PORTLAND, OREGON. CONTACT: KAY LEBER, SHOW MANAGER, 1355 MARKET ST., SAN FRANCISCO, CAL.		
Feb. 12- Feb. 15	CLEVELAND GIFT AND ART SHOW, HOTEL STATLER, CLEVELAND, OHIO. CONTACT: J. M. HAMMER, KNOX, PENNSYLVANIA.		
Feb. 12- Feb. 18	HOUSEWARES WEEK IN NEW ENGLAND, HOUSEWARES CLUB OF NEW ENGLAND. CONTACT: CARL MASSON, HOUSEWARES SHOW HEADQUARTERS, MECHANICS BLDG., BOSTON, MASS.		

WEEK BEGINNING MONDAY, FEBRUARY 13, 1950

Monday Feb. 13 7:00 P.M.	SEVENTEENTH LECTURE The seventeenth lecture of the Survey of Advertising Course will be given by Helen Berg, Merchandise Manager of Textron, Inc., assisted by Anne Allbee, owner of the Lindsay Advertising Agency, Nancy Graig, American Broadcasting Company radio commentator and Mrs. Virginia McCone of the Ladies' Home Journal. The panel will cover the steps between the printed advertisement and the ultimate sale. Contact: Hulda Kloenne, CI. 5-4149.	ADV. WOMEN OF N. Y.	HOTEL ASTOR
Monday Feb. 13 8:00 P.M.- 9:45 P.M.	HOMEFURNISHINGS COURSE Mr. Harold V. Ritter, buyer of Furniture and Bedding at L. Bamberger is going to teach a homefurnishings course to be given on Monday nights for fifteen weeks. Information on furniture, china, glass, silverware, household furnishings, major appliances, plastics and construction and decoration for those who buy, sell and train others will be included in the lectures. The fee will be \$34. Contact: Karen R. Gillespie, N.Y.U., SP. 7-2000.	SCHOOL OF RETAILING	NEW YORK UNIVERSITY
Monday Feb. 13- Feb. 15	CONFERENCE OF PERSONNEL EXECUTIVES On these dates a conference of executives will be held to discuss current problems of employee relations and personnel administration. Publicity: Edward K. Moss, BR. 9-6055.	AMERICAN MANAGEMENT ASSN., 330 W. 42ND ST.	PALMER HOUSE CHICAGO, ILLINOIS
Monday Feb. 13 Going on	NEW SPRING LINE The press, buyers and decorators are invited to view the new Greeff spring line which features casements, upholstery fabrics, documentary prints and other designs. Publicity: Hilda Kassell, PL. 9-2917.	GREEFF FABRICS, INC.	4 EAST 53RD STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Feb. 13 Going on	WEAVING WORKSHOP The spring term of Lili Blumenau's Weaving Workshop starts on this date. Classes are held Monday through Friday from 7 to 9 P.M. Beginners learn fundamentals; advanced students select their own problems. For registration and further information contact: Lili Blumenau, AL. 4-7363.	LILI BLUMENAU	53 EAST 9TH STREET
Monday Feb. 13 Going on	NEW LAMP LINE The press, buyers, and decorators are invited to view the new line of copper and brass, ceramic and fine-grained wood lamps and decorative accessories at the enlarged and redecorated studio showroom of the Heifetz Company. Thirty-two lamps and twenty decorative accessories have been added to the line. Publicity: Hilda Kassell, PL. 9-2917.	THE HEIFETZ COMPANY	40 WEST 25TH ST.
Feb. 14	ST. VALENTINE'S DAY (Tuesday).		
Tuesday Feb. 14 2:00 P.M. Cocktails	PARTY FOR PRESS AND TRADE An open house for the press and trade will be held on this date by Ellery Products to mark the opening of their new showrooms at the above address. Contact: George Hillman, MU. 4-5364.	ELLERY PRODUCTS	261 FIFTH AVENUE
Tuesday Feb. 14 6:00 P.M.	PRESS PARTY A party for the press is being held on St. Valentine's Day by the Publicity Club. There will be prizes, dancing. Admission: \$1.00. Open to members and guests. Contact: Rita Otway, PL. 5-4000.	PUBLICITY CLUB OF N.Y.	MADISON HOTEL
Wednesday Feb. 15 10:00 A.M.	PRESS BREAKFAST A Puerto Rican breakfast for the press will be held to introduce the new Puerto Rican, hand-loomed, fiber rugs designed by Geraldine Funk, director of weaving and fiber textiles for the Puerto Rico Industrial Development Company, which has just named the Edward Fields Company exclusive distributor for the line. Publicity: Carl Ruff, Carson-Ruff, MU. 2-2055.	EDWARD FIELDS COMPANY	509 MADISON AVE.
Wednesday Feb. 15 12:00 M. Luncheon	CLUB LUNCHEON The speaker at this luncheon will be Robert U. Brown, editor of Editor & Publisher, who will speak on "Press Relations". Open to members and guests. Tickets, \$2.50. Contact: Rita Otway, PL. 5-4000.	PUBLICITY CLUB OF N.Y.	HOTEL SHELTON
Wednesday Feb. 15- Feb. 18	17TH ANNUAL NEW ENGLAND HOUSEWARES SHOW Many new exhibitors plan to show at this annual event which has one-third more show space this year. Open to trade only. Publicity: Carl Masson, Housewares Show Headquarters, Mechanic's Bldg., Boston, Mass.	HOUSEWARES CLUB OF NEW ENGLAND	MECHANIC'S BLDG. BOSTON, MASS.
Feb. 15- Feb. 22	NATIONAL CHERRY WEEK. SPONSOR: NATIONAL RED CHERRY INSTITUTE, 322 S. MICHIGAN AVE., CHICAGO 4, ILL.		
Thursday Feb. 16- Feb. 17	1950 WIRING CONFERENCE A workshop study of the St. Louis Adequate Wiring program will be a feature of the conference this year. The first day will be devoted to a Workshop on this subject with field trips to two residential developments. The second day will be devoted to talks by experts and an Open Forum on industry problems. Contact: Norman Wicks, Natl. Adequate Wiring Bureau Headquarters, 155 East 44th St., New York 17, N.Y., MU. 2-1500.	NATL. ADEQUATE WIRING BUREAU	HOTEL STATLER ST. LOUIS, MO.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Feb. 18- Feb. 24	ALLIED GIFT & JEWELRY SHOW, CONTACT: ALLIED EXHIBITORS, INC. 712 SOUTH OLIVE ST., LOS ANGELES, CALIF.	ADOLPHUS HOTEL, DALLAS, TEXAS.	
Feb. 18- Feb. 25	NATIONAL SEW AND SAVE WEEK SPONSOR: NATIONAL NEEDLECRAFT BUREAU, 385 FIFTH AVE., NEW YORK 16, N. Y.		
Feb. 19- Feb. 23	SEATTLE GIFT SHOW, OLYMPIC HOTEL, SEATTLE, WASHINGTON. CONTACT: KAY LEBER, SHOW MANAGER, 1355 MARKET ST., SAN FRANCISCO, CAL.		
Sunday Feb. 19- Feb. 23	SIXTH ANNUAL CONVENTION AND EXPOSITION The practical problems of home builders will be the major subject of this convention and exposition. The entire program is planned to acquaint builders with new products, new building techniques, new equipment applications and progressive business methods. About 160 leading manufacturers and other firms will participate. Contact: Paul S. Van Auken, Director, 111 West Jackson Blvd., Chicago. Publicity: Kenneth E. Shepard, 75 East Wacker Drive, Chicago 1, Illinois.	NATIONAL ASSOCIATION OF HOME BUILDERS OF U. S.	111 WEST JACKSON CHICAGO, ILLINOIS

WEEK BEGINNING MONDAY, FEBRUARY 20, 1950

Monday Feb. 20 7:00 P.M.	EIGHTEENTH LECTURE The eighteenth lecture in the Survey of Advertising Course will deal with Point of Sale and Display. It will be given by J. Sidney Johnson, Merchandise Manager of National Biscuit Company. Mr. Johnson will discuss the importance of this subject in supplementing advertising campaigns. Contact: Hulda Kloenne, CI. 5-4149.	ADV. WOMEN OF N. Y.	HOTEL ASTOR
Feb. 20- Feb. 24	NEW YORK GIFT SHOW, HOTELS STATLER AND NEW YORKER, NEW YORK, N. Y. PUBLICITY: GEORGE F. LITTLE MANAGEMENT, 220 FIFTH AVENUE, NEW YORK 1, N.Y.		
Feb. 20- Feb. 24	NEW YORK GIFT SHOW, 225 FIFTH AVENUE, NEW YORK, N. Y. CONTACT: ETHEL MACDONALD, MU. 5-6377.		
Monday Feb. 20 Just out	PUBLICATION POSTPONED The publication of the new merchandising magazine, "Modern Lamps", has been postponed until this date. Contact: Barbara Baer, Editor, MU. 5-3744.	KREIGER PUBLICATIONS	114 EAST 32ND ST.
Monday Feb. 20 Just out	NEW BOOK ON DECORATING A new book by Mary L. Brandt, noted interior decorating authority, "Decorate Your Home for Better Living", will appear on this date. Illustrated with amusing line drawings, room sketches and photographs in color and black and white, this book is designed for the person who wants to decorate smartly and economically. Publicity: Julian Dedman, VO. 5-0650.	CHARLES SCRIBNER'S SONS	597 FIFTH AVENUE
Tuesday Feb. 21 12:30 P.M.- 3:00 P.M.	PRESS HOUSEWARMING Helen Sprackling will give a dessert-and-coffee housewarming for the press, by invitation only, on this date to mark the opening of the Franciscan Gallery of Ceramics and the Franciscan Library of Ceramics. The new Gallery has been designed by Miss Harriet Harding to display Franciscan Fine China and Earthenware. Table settings and new pattern of china will be on display. Contact: Helen Sprackling, PL. 9-1460.	HELEN SPRACKLING	45 EAST 51ST ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Feb. 21 12:30 P.M. Luncheon	MONTHLY LUNCHEON The regularly monthly luncheon of this organization will be held on this date. Details as to speaker and subject to be announced later. Contact: Mabel Blake, CI. 5-4149.	ADV. WOMEN OF N.Y.	HOTEL ASTOR
Feb. 22	WASHINGTON'S BIRTHDAY (LEGAL HOLIDAY, WEDNESDAY)		
Feb. 22	ASH WEDNESDAY, BEGINNING OF LENT		
Thursday Feb. 23 4:00 P.M.- 7:00 P.M. Cocktails	SECOND ANNIVERSARY PARTY FOR PRESS AND TRADE The Necchi Sewing Machine Sales Corp. will have a cocktail party for the press and trade on this date to celebrate their second anniversary. By invitation only. Contact: Mrs. Jeanne Spencer, WA. 4-7604.	NECCHI SEWING MACHINE SALES CORP.	HOTEL PIERRE TEAKWOOD ROOM
Feb. 26- Mar. 2	DETROIT GIFT SHOW, HOTELS STATLER AND BOOK CADILLAC, DETROIT, MICHIGAN CONTACT: WALTER E. OFFINGER, MERCHANDISE MART, CHICAGO, ILLINOIS.		

ADVANCE DATES AND NOTICES

Monday Feb. 27- Mar. 3	HOUSE & GARDEN SYMPOSIUM A symposium on "Small Houses and Gardens" will be held on these dates and from March 6 - 10. Speaker, Feb. 27, Miss Nancy V. McClelland, F.A.I.D., and on March 6, James L. Cogar, Consultant to Colonial Williamsburg. Albert Kornfeld, LE. 2-7500.	COLONIAL WILLIAMS- BURG, INC.	WILLIAMSBURG, VIRGINIA
Monday Feb. 27- Mar. 5	NEW ENGLAND HOME EXPOSITION Building materials, furniture and furnishings, landscaping materials, electrical and musical merchandise will all be exhibited at this exposition. Contact: A. D. Cole, Home Builders Assn. of Greater Boston, Mechanics Bldg., Boston. Publicity: Campbell-Fairbanks Exposition, Inc., 929 Park Square Bldg., Boston, Mass.	HOME BLDRS. ASSN. OF GREATER BOSTON	MECHANICS BLDG. BOSTON, MASS.
Monday Feb. 27- Mar. 24	GOLD MEDAL EXHIBITION NATIVE INDUSTRIAL ARTS The fifth of six monthly gold medal exhibitions will open on this date and will present design and craftsmanship in native industrial arts. Open to the public. Contact: Architectural League, MU. 5-8400.	THE ARCHITECTURAL LEAGUE OF NEW YORK	155 EAST 40TH STREET NEW YORK 16, N. Y.
Mar. 1 - Mar. 11	NATIONALLY ADVERTISED BRANDS WEEK IN VARIETY STORES SPONSOR: CHAIN STORE AGE VARIETY EDITIONS, 185 MADISON AVE., NEW YORK 16		
Mar. 1 - Sept. 30	"COURT OF FLAME" PROGRAM TO SELL AUTOMATIC GAS WATER HEATERS CONTACT: RALPH L. TOWNE, GAS APPLIANCE MFRS. ASSN. 60 E. 42 St., N.Y.C. 17		
Wednesday Mar. 1	A.I.D. STUDENT COMPETITION AM. INST. OF DECORATORS Awards of cash and medals will be made to the winners in this annual competition which is open to students in schools and colleges throughout the United States in which courses in interior design and decoration are offered. All entries must be in by March 1. Full information may be secured from the A.I.D. Contact: Mrs. M. M. Girard, MU. 8-0238.		41 EAST 57TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Mar. 3 Dinner	"POSTILLION BALL" Dinner, dancing until 2:00 A.M. to Jeno Bartel's orchestra, prizes, surprises and a mystery box of souvenirs will be on the program. Program data deadline is Feb. 3rd and souvenir packages must reach the hotel by Feb. 15th. Contact: Mae Wagner Carlisle, CI. 5-4149.	ADV. WOMEN OF NEW YORK	HOTEL ASTOR
Mar. 5- Mar. 8	DENVER GIFT & JEWELRY SHOW, HOTEL ALBANY, DENVER, COLORADO CONTACT: MRS. MILDRED DALTON, 712 W. OLIVE STREET, LOS ANGELES, CALIF.		
Mar. 5- Mar. 8	ST. LOUIS SPRING SHOW, STATLER HOTEL, ST. LOUIS, MISSOURI CONTACT: G. L. WENNERSTROM & ASSOC., 2205 GRAND AVE., KANSAS CITY, MO.		
Mar. 6- Mar. 9	YORK ANTIQUES SHOW, YORK, PENNSYLVANIA CONTACT: MRS. M. I. RENNER, 483 MARKET STREET, YORK, PENNSYLVANIA.		
Mar. 6- Mar. 10	BOSTON GIFT SHOW, HOTEL STATLER, BOSTON, MASS. CONTACT: DOROTHY MEEHAN, GEORGE F. LITTLE MANAGEMENT, 220 FIFTH AVENUE, N.Y.C., MU. 9-7147.		
Mar. 6- Mar. 10	MERCHANDISE FAIR: 5¢ to \$10, 71ST REGIMENT ARMORY, 34TH ST. & PARK AVE. CONTACT: ARTHUR TARSHIS, 36 WEST 47TH STREET, LU. 2-4627-8-9.		
Monday Mar. 6- Mar. 12	NATL. ANTIQUES SHOW The National Antiques Show will be held on these dates this year. During the Show, Robert H. Ward, expert in restyling furniture, will lecture on and demonstrate methods of furniture restyling twice daily. He will show how to remake an antique piano into a secretary and how to make a coffee table from a bench and an end table from a bedpost. Lectures will take place at 3 and 7 P.M. daily and are open free to visitors. Hours: 1 to 11 P.M. daily; 1 to 7 P.M. Sunday. Admission \$1.25 plus tax. Contact: Morton Yarmon, 97 Duane St., New York, N. Y., BE. 3-6010.	ANTIQUE DEALERS	MADISON SQ. GARDEN
Wednesday Mar. 8 Luncheon	LUNCHEON FOR BEDDING RETAILERS A "kickoff" luncheon to plan for National Sleep Show participation in the New York area will be held on this date by invitation only. Contact: Sims Reed, Charles P. Rogers Co., TR. 6-3700.	NATL. ASSN. OF BEDDING MANUFACTURERS	WALDORF-ASTORIA WEDGWOOD ROOM
Wednesday Mar. 8- May 24 7:00 P.M.- 8:40 P.M.	SERIES OF TWELVE WEDNESDAY MEETINGS A twelve-week workshop to be conducted by Beatrice Schapper is being offered. Actual practice in preparation of material for editors of trade, special interest, professional and popular magazines with how-to-do-it guidance will start on March 8. Fee is \$15 for entire series and registration takes place up to March 3 at any branch library, or mail check or money order to Adult Education Office, City College, Convent Ave. & 139th St., New York 31, N. Y. Contact: Beatrice Schapper, LO. 4-2560.	CITY COLLEGE ADULT EDUCATION PROGRAM	PUBLIC LIBRARY ROOM 115
Friday Mar. 10 1:00 P.M. Luncheon	LUNCHEON AND SHOW A luncheon and a showing of specially styled table settings by Carole Stupell will be given on this date for the benefit of the School Settlement Assn. Gowns, especially designed to harmonize with the different types of settings, will also be shown. Tickets are \$7.50. Contact: Nola Luxford, Pierre Fashion Director-Commentator, TE. 8-8000.	HOTEL PIERRE	BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
March 12- March 16	NORTHWEST GIFT, ART, HOUSEWARES SHOW, CONTACT: HELEN BRETT, MERCHANDISE MART, CHICAGO 54, ILLINOIS		
Sunday Mar. 12- Mar. 19	REVIEW OF SILVER A review of the finest silver patterns introduced in the past fifty years all over the world will be open to the press and public on these dates. Flat silver, holloware will be shown and demonstrated by silversmiths. The press may see this display by appointment during the week of March 5 - 12, in the Fourth Floor, Silver Dept. Contact: Etta Daub, B. Altman & Company, MU. 9-7000.	B. ALTMAN & CO.	34TH ST. & 5TH AVE.
March 13 - March 17	GRAND RAPIDS HOME SHOW, CONTACT: F.E. EDERLE, 200 N. IONIA NW, GRAND RAPIDS 2, MICHIGAN		
March 13 - March 17	PHILADELPHIA GIFT SHOW, CONTACT: DOROTHY MEEHAN, GEO. F. LITTLE MANAGEMENT, 220 FIFTH AVE., MU. 7-7147.		
Thursday Mar. 16 - Mar. 17	CONFERENCE The Marketing Division of this organization will sponsor a conference on these dates at which marketing, sales and merchandising executives from all parts of the country will exchange information. Publicity: Edward K. Moss, BR. 9-6055.	AM. MANAGEMENT ASSN.	HOTEL STATLER
Mar. 19 - Mar. 22	PITTSBURGH GIFT & ART SHOW, CONTACT: J. M. HAMMER, KNOX, PENNSYLVANIA		
Saturday Apr. 1- Apr. 30	WALLPAPER STYLE MONTH Wallpaper Style Month will be held for the third time this year. Please note change of date from that published in previous Calendar. April has been chosen this year to meet fair weather conditions in a larger part of the country. Promotional material for retailers is available from the Julian Brightman Company, 702 Beacon St., Boston 15, Mass., and should be ordered at once as there will be one printing only and production will be started on February 28th. Contact and Publicity: Julian Brightman, 702 Beacon Street, Boston 15, Massachusetts.	WALLPAPER WHOLESALERS ASSOCIATION	THROUGHOUT THE COUNTRY

TELEVISION NEWS

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Feb. 13 4:30 P.M.- 5:00 P.M.	TELEVISION SHOW VANITY FAIR Walter E. Blum will show and assemble pre-fabricated furniture on Dorothy Doan's program. Publicity: Helen Brattrud, PL. 5-2000.	CBS-TV CHANNEL 2	CBS-TV 485 MADISON AVENUE

MUSEUM, GALLERY AND GARDEN NEWS

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Feb. 24 - May 21	EXHIBIT: ART TREASURES More than 300 masterpieces from one of the greatest art collections of Europe, including paintings, bronzes, goldsmith's work, ivories and tapestries, on loan by the Austrian Government, will be exhibited. Admission charge, 50¢ inc. tax except Mondays. Hours: 10 A.M. to 5 P.M., weekdays; until 9 P.M. Wednesdays and Saturdays; 1 to 5 P.M. Sundays. Publicity: Lillian Green, TR. 9-5500.	METROPOLITAN MUSEUM	5TH AVE. & 82ND ST.

DATEWHAT'S GOING ONGIVEN BYWHEREMUSEUM, GALLERY AND GARDEN NEWS (Continued)

Sunday
Mar. 5 -
Apr. 30

CONTEMPORARY
DESIGN EXHIBIT

DENVER ART MUSEUM
14TH AVE. & ACOMA ST.

DENVER 4,
COLORADO

The Denver Art Museum is planning its first major exhibition of contemporary design entitled "Under Every Roof." This exhibition will explore the achievements of the modern designer in nearly every conceivable field. Contact: Otto Karl Bach, Director, Denver Art Museum.

EDITORIAL REQUIREMENTS

For The Hartford Courant, Hartford, Connecticut

This newspaper is interested in publicity releases and pictures covering all fields of interest to the homemaker. They would like advance news of anything in this field, especially anything that could be used in a question and answer column. Want "How-to-do" items on practical subjects like painting, carpentry, etc. Address Edyth Radom, editor woman's page.

For Ridgewood, Sunday News, Ridgewood, New Jersey

The Suburban Home Annual Review of this newspaper will be published in the middle of March. News, photographs and mats appropriate to the Review dealing with recipes, menus, home decoration, floor coverings, draperies, fixtures, furniture and so on will be welcome. Also material dealing with grounds and gardens, heating, cooling, cooking. The Review will be 56 to 64 pages, in tabloid size plus a probable 48-page main section. Checking copies will be sent to everyone whose material is used. "Exclusives" get priority over general handouts. Send material, up to Feb. 20, to Mrs. Gurdon Simmons, Ridgewood News; Box 297, Allendale, New Jersey.

For E.P.S. News Syndicate, 134 East 59th Street, New York 22, N.Y.

This international news service with distribution to magazines and newspapers on four continents would like to receive photographs, copy and brief news or idea items covering food, kitchenwares, housewares and housekeeping equipment. Address Ann Zeleny, Food Editor. Also desired: feature material with photographs for distribution to magazines and newspapers dealing with home furnishings of all sorts. Address Robert Resor, Home Editor.

RADIO GIVE-AWAY PROGRAM

For "Tello-Test", a syndicated radio program.

Sold on an individual market, franchise basis, this telephone quiz show appears in most of the largest cities in the country, as for example on WGN, Chicago; WOR, New York; WIP, Philadelphia; WJW, Cleveland, and so on. Manufacturers offering prizes get two mentions during each broadcast. Average length of time before question is answered correctly is five broadcast days. Please communicate with Jean G. Ward, Radio Features, Inc., 75 East Wacker Drive, Chicago 1, Illinois.

Home Furnishings Calendar

Room 519, 9 East 46th Street, New York 17, N. Y. Plaza 9-2917

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